

## Message Text

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ACTION AF-10

INFO OCT-01 ISO-00 SS-15 NSC-05 PA-01 PRS-01 IO-13  
CU-02 INR-07 /055 W  
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P R 041200Z AUG 77  
FM AMEMBASSY DAR ES SALAAM  
TO USIA WASHDC PRIORITY  
SECSTATE WASHDC PRIORITY 5801  
INFO AMEMBASSY NAIROBI  
AMCONSUL ZANZIBAR VIA POUCH

C O N F I D E N T I A L DAR ES SALAAM 3134

USIAC

FOR IAA, IBS/PA, IPS, IMV, IOP

E.O. 11652: GDS

SUBJECT: TANZANIAN MEDIA

REF: DAR ES SALAAM 3074

INTRODUCTION AND SUMMARY. REFTEL REPORT OF POSSIBLE  
NYERERE REQUEST FOR US ASSISTANCE IN ESTABLISHING TV ON  
MAINLAND IS ANOTHER INDICATION OF HIGH LEVEL REVIEW OF THE STATE  
OF TANZANIA'S MEDIA. IN ADDITION TO DESIRE TO UPGRADE AND  
EXPAND COMMUNICATIONS FACILITIES, WE HAVE BEEN MADE AWARE  
IN WEEKS PRIOR NYERERE VISIT TO US OF GROWING OFFICIAL DIS-  
SATISFACTION WITH UNPROFESSIONAL AND INEFFICIENT OPERATIONS OF  
LOCAL MEDIA. END INTRODUCTION AND SUMMARY.

1. TANZANIAN PRESS NOMINALLY GOVERNMENT VOICE BUT LOOSE  
MANAGEMENT AND SPOTTY JOURNALISTIC SKILLS DO NOT ALLOW GOVERNMENT  
FULL CONTROL. RESULT IS NEWS OFTEN REPORTED AND INTERPRETED  
ACCORDING TO POLITICAL PROPENSITY AND JOURNALISTIC SKILL (OR LACK  
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THEREOF) OF INDIVIDUAL WRITER. RESULT MAY OR MAY NOT ACCURATELY  
REFLECT GOVERNMENT THINKING. EXAMPLE: HIGH RANKING ADVISOR TO  
STATE HOUSE TOLD CAO THAT IMPORTANCE NYERERE ATTACHED TO PRESI-  
DENT CARTER'S NOTRE DAME SPEECH IN NO WAY REFLECTED IN LOCAL  
PRESS, WHICH GAVE MEAGRE COVERAGE AND MISSED SIGNIFICANCE.

2. TANZANIA THIS MONTH ASKED UNESCO TO HELP UPGRADE ITS

JOURNALISM SCHOOL AND HAS BEEN ASKED IN REPLY TO SUBMIT FORMAL AID REQUEST.

3. SAMMY MDEE, NYERERE'S PRESS SECRETARY AND FORMER EDITOR ENGLISH LANGUAGE DAILY NEWS, RECENTLY TOLD ACTING PAO AND IO THAT:

A) USIA WAS ASKED TO DO FILM ON NYERERE VISIT IN PART BECAUSE OF INADEQUACIES OF OWN FILM MAKING EFFORTS. SAID FILM CREW ON ANOTHER NYERERE VISIT TOOK 10 MONTHS TO PRODUCE USABLE FILM.

B) DURING NYERERE US VISIT, USIS DAR ITSELF SHOULD DISTRIBUTE ITS FILMS, TAPES, PHOTOS AND RELEASES DIRECTLY TO RADIO AND TV RATHER THAN FOLLOWING OFFICIAL PROCEDURE OF GOING THROUGH TANZANIAN NEWS SERVICE (SHIHATA) WHICH HE SAID, WOULD TAKE FOREVER TO DO WHATEVER IT WOUND UP DOING.

4. FRANK P. MWANJISI, PRINCIPAL SECRETARY, MINISTRY OF INFORMATION, WHEN INFORMING US THAT NYERERE MIGHT BRING UP QUESTION OF US HELP FOR MAINLAND TV (REFTEL), MADE FOLLOWING OTHER POINTS:

A) THE MINISTRY OF INFORMATION, ALONG WITH OTHER MINISTRIES, HAD SUPPLIED NYERERE WITH BACKGROUND PAPERS ON SPECIAL NEEDS. MINFO STRESSED NEED FOR MAINLAND TV AND FILM MAKING CAPACITY.

B) MWANJISI HIMSELF DETERMINED TO SET UP LONG RANGE PROGRAM FOR CONFIDENTIAL

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UPGRADING QUALITY OF MEDIA IN TANZANIA.

C) HE INTERESTED IN EXPLORING FACILITIES FOR TRAINING JOURNALISTS IN US AND IN PURSUING THIS AS PARTICIPATE IN CU SPONSORED MEDIA-GOVERNMENT PROGRAM JANUARY IN WASHINGTON.

D) HE ESPECIALLY INTERESTED IN GOVERNMENT-RUN MEDIA, HOW VOA HANDLES TWIN DEMANDS OF JOURNALISM AND DIPLOMACY, PARTICULARLY POLICY MECHANISM.

5. REQUEST BY PAUL SOZIGWA, DIRECTOR OF RADIO TANZANIA, FOR LOAN OF VOA TAPE RECORDING EQUIPMENT DURING HIS COVERAGE OF NYERERE US VISIT INTERPRETED HERE MORE A REFLECTION OF UNRELIABILITY OF LOCALLY MAINTAINED EQUIPMENT THAN STATED REASON OF CONVENIENCE.

6. AMSPEC DR. SINGER BUCHANAN, ASSOCIATE PROFESSOR OF BROADCASTING, BOWLING GREEN STATE UNIVERSITY, PROGRAMMED BY USIS AT ZANZIBAR TV, FIRST VIEWED WITH OFFICIAL SUSPICION BUT AFTER PROVING EXPERTISE, WAS INVITED TO RETURN FOR EXTENDED PERIOD.

7. IO APPROACHED BY SECOND SENIOR EDITOR/ADMINISTRATOR AT

SHIHATA FOR ADVANCED TRAINING IN INTERNATIONAL PRESS AGENCY  
OPERATION TO MAKE UP FOR PROFESSIONAL INADEQUACIES.  
HEINTZEN, ACTING

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## Message Attributes

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